

SOUTHERN NEW JERSEY ALL GOOD TOURING COUNTRY

South of Lakewood Roads
Most All Gravel, but
Wide and Good.

By O. M. Wells, Chief Roadman, The
Automobile Club of America.

The Bureau of Tours official road car, just returned from a thorough inspection of all the roads in South New Jersey, reports that the gravel roads connecting the large cities and the shore resorts are in excellent condition through the section south of Lakewood and east of Philadelphia. The trunk line from Lakewood to Atlantic City is in such fine shape that twenty-five miles per hour can be maintained the entire distance.

The swamp on both sides of the Mullica River south of Gretna (which has been a menace to motorists for a number of years because of the water covering the roads at high tide) is now open over the new causeway, which has been under construction for the past year. The surface is now in first-class condition.

An excellent gravel road turns off the Lakewood-Atlantic City trunk line at Manahawaken and crosses Barnegat Bay on a bridge, continuing through Peahala to Beach Haven, which is located on a long narrow strip of land with the ocean on one side and Little Neck Harbor on the other, and offers a splendid beach for swimming.

Most of the motorists going to Atlantic City from the northern and western points use the Absecon Boulevard, which starts at Absecon, a small village located at the end of

the Philadelphia-Atlantic City trunk line, and enters Atlantic City in the center of the business section, within a short distance of all the larger hotels.

ATLANTIC CITY TO CAPE MAY.
Motorists going from Atlantic City to Cape May will find that the road is in good condition. The route follows: From Atlantic City go south on Atlantic Avenue to Longport, then west over a bridge and along the causeway to Somers Point, where a bridge is crossed, the toll charge being 25 cents. Past Great Egg Harbor the main gravel road is followed through Palmyra, Seaville and Ocean View to Cape May Court House. From this point to Cape May there is a concrete road. Enjoyable side trips from the trunk line are possible from Ocean View to Sea Isle City; from the trunk line to Avalon, which is below Ocean View; from Cape May Court House to Stone Harbor, and from Rio Grande to Wildwood, Holly Beach, Angelsea and Wildwood Crest, all over good roads.

The gravel roads south and west of the Philadelphia-Atlantic City trunk line have been recently scraped and are in splendid condition, especially from May's Landing through Tuckahoe, Dennisville and Goshen. From Camden through Gloucester, Westville and Fairview to Glassboro there is a hard-surfaced road, then a good gravel road south through Franklinville, Malaga and Millville to Cape May Court House.

The direct cross connection from Atlantic City to Penn's Grove Ferry is in excellent shape, with the exception of a mile, which is under construction between Woodstown and Sharpstown. A convenient detour is provided and the route is from Atlantic City through Pleasantville, May's Landing, Riceland, Buean, Malaga, Elmer, Pittsgrove, Woodstown and Sharpstown to Penn's Grove.

All in all South Jersey offers many possibilities to the motoring tourist who likes good roads and a comfortable stop at the end of each day's run.

Mr. Dealer, Mr. Private Motorist, if you have a heart, and no doubt you have, call up Orphan's Automobile Day Association, No. 1845 Broadway, phone Columbus 5200, and make a donation of your truck, car or cash for the seventh annual outing on June 18, at Starlight Amusement Park, 177th Street and Bronx River. The committee have worked very hard to procure transportation for the several thousand children, but are still short of some for about 1,000.

ALL AUTO MEN BACK OF TOWNSEND BILL

Definite Good Roads Programme
Important for Future
of Industry

"Every one interested in automobiles or automobilism should favor the Townsend bill, now up for consideration by Congress, and which provides for a Federal highway commission, concentration of Federal funds first on primary interstate highways and drastic provision for the maintenance of these highways," says J. J. Hunt, general manager of the Rex Motor Car Company of New York. "In fact the measure is not only important to the person who relies on the motor car for transportation, but it is of vital importance to the people of the United States, for undoubtedly a good roads programme, efficiently carried out, would in the end mean lower living costs because of increased and better transportation facilities."

"With the ascendancy of the automobile as a carrier good roads are not only necessary but imperative. Statistics show that the farm districts of the country are rapidly becoming motorized and that with better roads the tendency toward even a greater use of the automobile would be immediate. Practically the entire business of the Nation rests on transportation, because transportation affects agriculture, commerce, military, postal and social requirements alike. It is only by getting behind good road movements that really means something that the country will get the needed benefits."

WIDER USE OF CARS FOR BUSINESS

"That greater dependence is being placed upon the automobile during this year of 1921 is clearly indicated by the increasing number of new 1921 automobile license plates seen on our streets and thoroughfares," says Sidney H. Bowman, of the Sidney B. Bowman Auto Company, New York Kiesel distributor.

"Reports now coming in from dealers in all parts of the country clearly indicate an increased buying, which may be kept up through all the new passenger cars in the hands of distributors. 'Without a doubt the year 1921, with its increased responsibilities for America's business men, will see a greater and wider use of the passenger car for strictly business purposes, because the average owner has come to appreciate the ability of the automobile to enable him expend greater efforts without a corresponding increase in physical or mental effort.'"

Maxwell Prices Reduced —Now \$845

New Organization, Taking Full Control, Turns Prices Back Three Years

The last step in the Maxwell reorganization was the sale of the Maxwell properties to the new and powerful organization, May 12.

The first step of the new organization was to raise the value of the good Maxwell still higher, by restoring prices to the former low level of 1918.

The reduction is \$150 on each of the four models, effective at once.

This is the second price revision made by the new organization; and the total reduction from the high level, since Sept. 28, 1920, has been \$310 on open cars and \$350 on closed cars.

The new organization now owns the great Maxwell plants outright. Its way is clear to carry out in full its larger plans and policies.

It pledges itself never to stop working for the further betterment of the good Maxwell, and for the greater satisfaction of present and future owners of this good car.

New Price List
Touring Car \$845 Roadster \$845 Coupe \$1445 Sedan \$1545
P. O. B. factory, war tax to be added

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The Good

MAXWELL



Fatigue— woman's greatest enemy today

Modern life is placing a constantly increasing
tax on every woman's energy

ALL day long demands are being made upon every woman's strength. Whether it is the wearing routine of household duties—the exacting pressure of business affairs—or a long round of social engagements—modern life is placing a constantly increasing tax on her energy.

Those who have made a study of fatigue say that when a woman is tired all her faculties are affected.

"A chronically tired woman," says Dr. A. M. Galbraith, former attending physician of the Neurological Department, New York Hospital, "loses all her personal vigor, force, aggressiveness and above all her will power. No fatigued individual can be at her best."

Fatigue is not, therefore, merely wearying, uncomfortable; it actually destroys poise, charm, attractiveness.

Are you needlessly wasting your energy?

Science shows that one of the greatest causes of fatigue is needless waste of energy. To keep up your pace in the race for success, whether you

are a man or woman, whether you are in business life or in society, you must eliminate unnecessary fatigue.

One of the greatest causes of fatigue to-day comes from pounding hard heels on still harder pavements. With old-fashioned leather heels or ordinary "dead" rubber heels every step you take acts as a hammer blow to the delicate nervous system.

If you are a person of average activity, you take 8,000 steps a day—suffer 8,000 jolts and jars.

You can eliminate this great source of fatigue. O'Sullivan's Heels absorb the shocks that tire you out.

To secure the resiliency, the springiness of O'Sullivan's Heels, the highest grades of rubber are blended by special formula. With this blend of live, springy rubber are "compounded" the best toughening agents known. The compound is then "cured" or baked under high pressure.

This is why O'Sullivan's Heels absorb the jolts and jars of walking. The same process that makes O'Sullivan's Heels resilient gives them their great durability. O'Sullivan's Heels will outlast three pairs of leather heels—they often outlast two pairs of ordinary rubber heels.

Stop pounding away your energy. Go to your shoe repairer to-day and have O'Sullivan's Heels put on your shoes. Insist on getting O'Sullivan's!

O'Sullivan's Heels

Absorb the shocks that tire you out

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